

March 2009

# Front Matter

Ethos Magazine

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# ETHOS

**SMASH:**  
**HELL YES.**



**MEET THE SELF-PROCLAIMED  
GREATEST STORE  
IN THE WORLD**



# ETHOS

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## LETTER FROM THE EDITORS



Happy almost-spring from Ethos magazine!

We're back to another semester. And already tired of classes, burnt out on exams and projects and counting down the days until Spring Break. We've packed our third issue this year with new staff members, tons of features and enough photos, stories and contents to keep you distracted until spring finally gets here...and sticks around.

Fresh-faced staff writer Jenna Miller picks the brains (and closets) of Des Moines' SMASH screenprinting and T-shirt design company. Nestled in DM's East Village, these guys are innovative and have spunk, creativity and the business plan to match.

In "Engaged and Underaged", staff writer Zach Johnson interviews Iowa State couples who—despite the fact that they're still too young to rent a car—are tying the knot in the near future. Plus, Katie Diederichs examines the media and consumer industry to see just how much manipulation goes into advertisements and celebrity photos. And, with new technology available to the consumer, maybe that Facebook profile photo of your English class crush.

Ames Emergency Residence Project assistant director Troy Jansen lives in the moment helping Ames' down and out. And we don't mean when you need help cramming for a test. Another one of Ames' finest, Leslie Hall, is an Internet icon, a musician with consistently sold-out concerts and a personality just nutty enough to keep us wanting more.

Our "Apartment Guide" gives you tips (and a kickass map) on finding the apartment and realty company that's your perfect fit. CyRide route convenience, properties available and just how close you can live to campus and the bars included.

Great ideas for entertaining on St. Patrick's Day and an interview with campus' most resilient villain...the folks who give you parking tickets.

Also, hit our web site for killer bands, job tips and web exclusives!

As always, thanks for reading!

Carrie Boyd & Maddie Crawford



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Troy Jansen, assistant director of Ames Emergency Residence Project, puts in long hours to help the needy in Ames and the surrounding areas. Read his personality profile and get ready to feel warm and fuzzy inside.

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SMASH owner Mike Draper shows off the shop's latest creation for Ethos.



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